



Plain Talks

JULY 1937 - VOL. 15 - NO. 6

• • *"Success or failure in
business is caused more by
mental attitude even than by
mental capacities."*

Walter Dill Scott

Beaumont business firms progress to better lighting

More and more business firms are becoming better-light conscious. As they remodel their stores or offices, they realize the vital necessity of better lighting as an important factor in the program, in order to maintain highest efficiency and keep in step with modern progress.



Phoenix Furniture Company, left, utilizes indirect lighting in such a manner as to make shopping in their new store at 700 Pearl Street a pleasure.



T. V. Smelker & Company conserves its workers eyesight and energy by providing a good system of indirect lighting for comfortable seeing, as shown above.



O'Quinn Motor Company, above, puts good lighting to work in helping the sales of Oldsmobiles.



F. W. Woolworth Store believes that Better Light means better sales, and their new lighting installation, shown in the picture opposite as compared with the old, above, is proving the truth of this statement.



John Mattingly
Editor

Pelican state news

Mr. Beattie has returned to work after several days' illness. . . C. C. Jordan spent his vacation in Leesville. . . H. E. Vaughan spent his vacation at Camp Beauregard. . . R. M. Dunn has left for St. Paul, Minnesota. . . F. C. Cordsen who has been ill for several days is back at work. . . Wedding bells for Sammie Bono and Dorothy Larsen who were married on July 22nd. . . And wedding bells earlier in the month for Francis Mathes and Leona Stout of Morgan City. Our congratulations and best wishes.

J. C. Farlow, Walter Hebert, and David Spears escaped serious injury several weeks ago, when the car in which they were riding collided with another, on the Port Arthur highway.

The new substation office building is nearing completion, and the occupants are moving in.

T. C. Steen is back from his two weeks vacation.

Miss Mercedes Champagne and Miss Ruth Landry held an electric cookery demonstration at the Strand Theatre in Jennings, on Wednesday afternoon, July 21st. They were very ably assisted by D. R. Walter House, and from all reports, it was a huge success.

Employees of Gulf States were sorry to learn of the death of Curtis Ellender, which occurred in Jennings, Louisiana, on Friday, July 23rd. Mr. Ellender has been an employee of the Gulf States Utilities Company for many years, and his many friends sympathize with his wife and family.

We wish to express our sincere sympathy to Alex Hulin upon the death of his father during the past month.

A shrimp boil was held at the Lafayette substation on June 24th. About one hundred pounds of the fish bait were

(Continued on page 13)

JULY PLAIN TALKS

six months sales figures look good . . .

The first half of Gulf States Utilities Company's 1937 sales history is made, and, as General Sales Manager Riegel has aptly expressed it, "We haven't missed our mark so far!" June 30th, sales figures disclosed the fact that 2,421 major appliances have been sold out of 4,400 bogied; that kw-h per home customer have increased 53, making a total of 921 out of 1,000 planned for the year.

Of the total appliances sold, refrigerators, which were campaigned in the spring, comprise the majority, 1,317 sales having been made as against a bogie of 2,100. Range sales, 762 with 1,600 bogied, and water heaters, 342 sales out of 700 to be sold during the year, are, according to Mr. Riegel, "something to brag about", especially since the campaign to push these appliances is on during July and August. No figures since June 30th are taken into consideration here.

Among the divisions of the company, there has been strife as to leadership, particularly between Central and Louisiana, both having made excellent showings. During June, Central division, with 408 major appliances and a total of 178.2 points out of 300 bogied, succeeded in ousting Louisiana from first place after watching them hold the lead for three successive months past. Louisiana's total of 601 appliances gave them 168.7 points for second place. Beaumont, with 159.8 points gained from the sales of 469 appliances, Navasota, 153.6 points and 467 sales, and Port Arthur, 476 appliances with 139.5 points in the contest, remained as shown in respect to standings.

Leading Salesman—

Leading salesmen by divisions are Wakefield, Central; House, Louisiana;

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the villain

By J. Kirby Jones

The "Woodpecker" is truly a villain, because he robs our company of \$3,500.00 to \$4,500.00 per year, the cost to us for replacing poles which he damages.

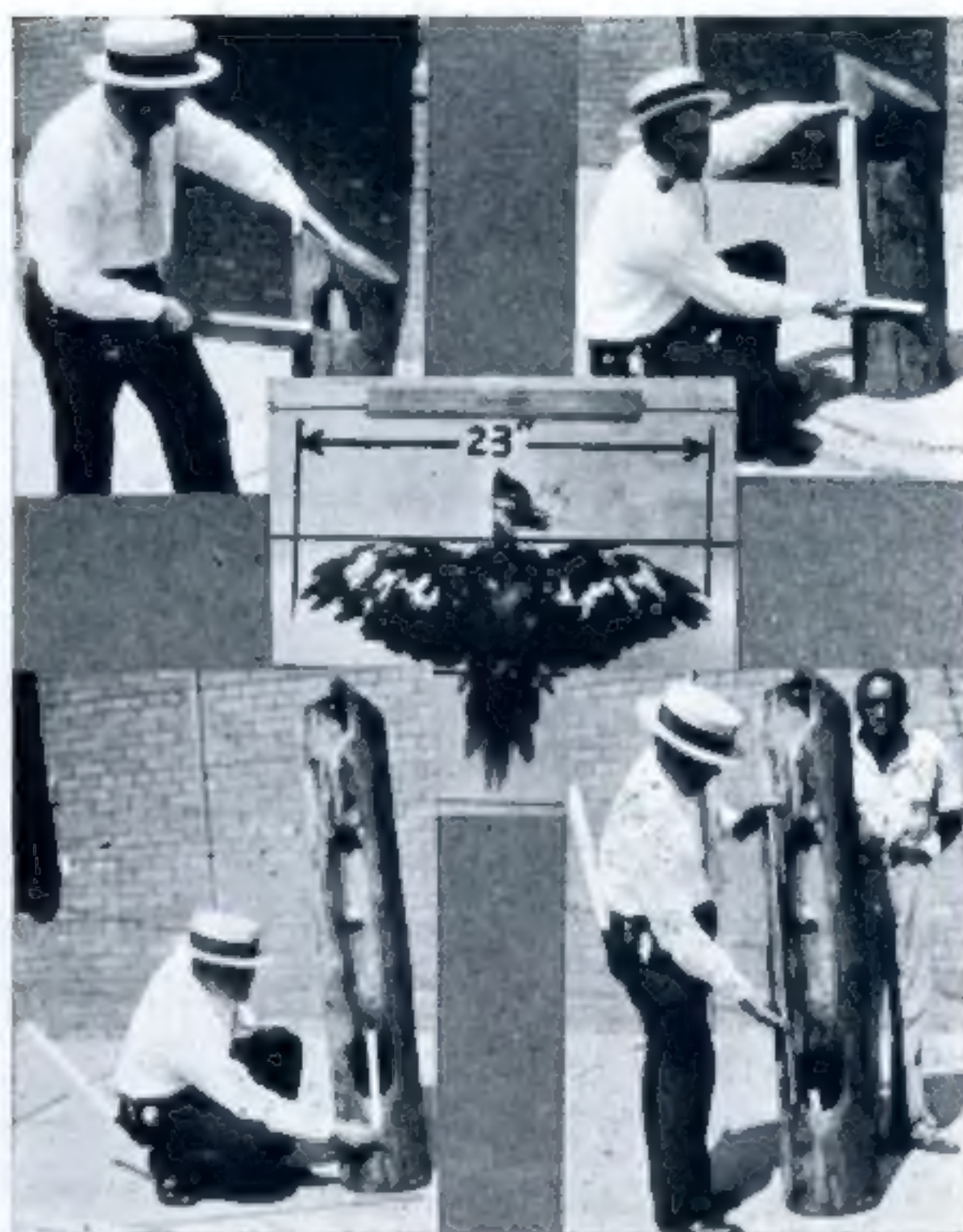
The woodpeckers form a large and distinctly marked family of birds (Picidae). The red-headed woodpecker (*Melanerpes Erythrocephalus*) is the common variety in this section. It ranges from 5 to 20 inches in length, with a wing spread of 18 to 24 inches. The body is generally black and white with a crimson red head. The feet have two toes directed forward and two backward, with strong claws for climbing. The short, stiff, spiny-tipped tail feathers serve as a prop when climbing, resting, or pecking. They have a long, powerful chisel-shaped bill, well adapted for cutting wood. It ranges from 1½ to 2 inches in length. The long distensible tongue has a horny spear-like tip for impaling insects. Woodpeckers feed chiefly upon insects, such as borers, grubs, and ants, which they dig from the wood of trees, posts, and poles.

Many years ago it was thought that woodpeckers would not attack creosoted poles, but with the advent of long transmission lines traversing wooded and swampy lands, it has been forcibly brought to our attention that a nice tall transmission line pole on which to peck and build nests is much preferred by Mr. Woodpecker.

During the past month we were forced to change out several poles on No. 5 transmission line between Beaumont and Orange, among which was a 90 foot pole at Cow Bayou which alone cost more than \$200.00 to replace, all due

TO OUR READERS:

Sickness flew in the window just as "Plain Talks" went in the door of our printers. They have worked on it under handicap with three of the compositors under the weather at the same time. So we hope you'll accept our apologies for the lateness of this issue.



The Redheaded Woodpecker, center picture, 23 inches between wing tips—1½ inch chisel-shaped bill. . . In the upper left hand picture, you see the section of a pole which was removed from No. 5 transmission line last month, and placed on display at the Beaumont main office. The pole is 10½ inches in diameter. The hole drilled by the woodpecker 5 inches in diameter at the entrance and 7 inches in diameter on the inside with a depth of 21 inches. Note the white roll of paper on the inside. . . Upper right shows the depth of the hole by use of a roll of white paper 21 inches long. . . Lower left, section of another pole, which was apparently attacked by a whole family of redheads. Note the diameter of entrance hole as compared with the 12 inch rule. . . Lower right, the same section of pole. Note the 12 inch rule.

to the depredation of these little red-headed rascals.

In the Navasota division a few years ago, it was discovered that Mr. Woodpecker was not satisfied with several black beauty poles on which to peck, so he pecked through a wooden meter-box and on into the insulation of an instrument transformer.

The holes which these birds bore into our poles are of various sizes. For their dimension, we invite your attention to the photographs above.



Mrs. Trotti
Editor

Port Arthur news

They tell me that the word is "inertia"—so I guess it is. Anyway, I found a conspicuous amount of something in all departments this month when I asked for "news". They all seemed to be day-dreaming about vacations, or reflecting on recently past vacations—That and a goodly amount of work is about all the NEWS we can offer our kind readers this month.

But our worthy assistants have promised to have lots to tell you about next month. Look for their contributions—Elizabeth Hagy for the Accounting Department; Hyacinth Eden for the Commercial Department; L. W. Nott for the Distribution Department and C. H. Watler for the Plant. They already have their little black books at hand in which they propose to keep notes on all happenings in their departments.

And with that promise—we'll tell you about a few of the more recent vacations:

Lorraine Spence, our pretty little telephone girl, is sight-seeing in New Orleans—or methinks, more correctly said, —giving New Orleans a treat.

Mrs. E. K. Jones visited Marlin and tried to learn to relax. Did a pretty good job of it, too, for her first day back we found her almost asleep in the middle of a whole bunch of "cash" stubs.

Arsey Borne should be the proverbial professor,—or was it "absent-mindedness?" Anyway, in spite of the fact that he knew Mrs. Jones was away for two weeks, he stopped at her house daily to bring her to work. What did

JULY PLAIN TALKS

William James, Psychologist, say about "Habit?"

Joe Johansen shot his Fourth of July firecrackers in Galveston—and J. P. Pevoto shot his on Village Creek.

W. M. Ingwersen, D. R., fished, and fished, and fished the last two weeks in June. He thinks those things are about as hard to catch as a major appliance prospect.

And will S. B. Umphrey have a grand time on his vacation—to be spent at the National Guard Officers' Camp the first of August! He has his newly purchased house renovated, etc. and the other side of the duplex rented.

J. B. Long took advantage of a couple of weeks away from duties—but we know not where.

It wasn't a vacation for Docia Moore,—that week she spent in Liberty helping to make a survey—but she was missed here just the same.

C. Bean of the Power Plant vacationed at Hot Springs, and after those 21 baths he told about, is expected to have an unusual amount of "wim and vigor" from now on.

S. J. Guidry spent his two weeks in Abbeville, Louisiana.

G. H. Hawkins is spending most of his time in his back yard—a garden, I believe.

C. M. Schildnecht—to Grimes County—and with an addition to the House of Schildnecht—a "Mrs. C. M." Best wishes!

A. L. David is among those missing—but left no forwarding address.

J. C. Siddall is a new addition to the Distribution Department and is welcomed by the division.

Gideon Park (back of the Power Plant property) was the place of the Rally July 23. The entire division was invited to a Watermelon feast by the local candidate for Grand Wizer—L. E. Thorne. A swell time was had by all—including "Kilowatt."

Our sincere and deepest sympathy goes to S. J. Guidry in the death of his father, E. Guidry, of Abbeville, Louisiana.

May we introduce you to our 100% 1937 YEARLY-BOGEY-ATTAINED-IN-JULY District Representative: William

treasury department news



Carra Williams
Editor

BOOKKEEPING DEPARTMENT

Fletabel Denton vacationed the last two weeks of July in Houston, Dallas, Jacksonville and Troup. . . We all regret to know that Ralph Russell will be leaving us on July 31st, to accept a position with Cason, Monk, & Company, Nacogdoches, Texas. . . The wedding bells rang out for Harold Carver and Miss Johnnie Williford on July 17, 1937. Good luck and happiness to you both!

BILLING DEPARTMENT

Miss Gertrude Snow is a new employee of the Billing Department. . . Miss Fern Nantz is also a new addition, having been transferred from the Stenographic Department. . . Mary Dewey vacationed during July in Fort Worth, Dallas, Austin, and Houston.

STENOGRAPHIC DEPARTMENT

Miss Dorothy Powell has recently been employed temporarily. . . Nellie McManus vacationed during July in Mississippi. . . Evelyn Sanders vacationed for a few days in Houston.

THIRD FLOOR AND ACCOUNTING DEPARTMENT

This department has been so busy taking vacations that there has been very little time for anything else.

Vacations: Mr. Scanlon—Comfort, Texas(nothing wrong with the name, anyway); Charlie Genaro—Galveston,

Earl Dinkins. We are proud of the splendid work "Dink" is doing and has done—and congratulate him on his record for this first half of the year. More power to you, Dink!

Mr. J. T. Reidy has been spending a lot of time down in Port Arthur lately, and we're glad to have him with us. He is such a happy person to have around!

San Antonio and Carlsbad Caverns; Hilly Caswell—Colorado; Glenn Richard—Colorado and Yellowstone National Park; E. D. Gibson—Arkansas.

Miss Mary Lilyerstrom and Muriel Lamkin motored to Kerrville over the Fourth of July, where Muriel spent the remainder of the week, going to Houston, San Antonio and Lott from there. We understand that there is a family by the name of Poulsen in Lott, which makes sense if you can figure it out.

Mr. Jackson motored to Dallas over the Fourth, and reports that the Pan-American exhibition is wonderful this year, especially the "Art" exhibits and asked me to run an errand while he told the boys about it.

June Carlisle took a trip to Atlanta, Ga., over the Fourth, going from there to Wiley, Ga., where her son is enrolled for the summer at Camp Dixie.

Vic Faver is still working in the Lake Charles office. Joe Austin spent several days this month in the Lake Charles office.

Miss Dorothy Powell, a new member of the stenographic department, relieved in Mr. DeBouy's office during Muriel's absence.

Estelle Hopkins is still relieving here and there, at the present time in the Accounting Department, and is being assisted in some special work by Miss Adrienne Glynn.

Alice Lyons reports a wonderful time in Mexico City, where she spent her two weeks' vacation.

Alan Rhodes Carlisle, youngest son of Mrs. June Carlisle of the Beaumont Accounting Department, is happy with his Cocker Spaniel, "Kind Sir."





R. F. Reid
Editor

speaking of operations

BEAUMONT DISTRIBUTION DEPARTMENT

A. W. Baird is spending his honeymoon in New Mexico while on his vacation. . . Kirby Jones will spend his vacation at the Reserve Officers Training Camp "Bullis" August 8 to 21st. . . Lewis Lengnick reports a very, very pleasant vacation trip to South Carolina. . . Mr. and Mrs. Hubie Braunig spent a week's vacation in San Antonio and Dallas. . . Margaret "Pat" Himmel is our new stenographer, beginning work June 23rd. . . Hilda Harrington is still looking for a new flower vase.

TRANSMISSION DEPARTMENT

VACATIONS: C. L. Potter catching fish. . . Sherman West visiting Oakdale, Louisiana. . . Johnny Pratt to Houston. . . Lester Jackson to Kerns,

Bobby Riegel wins new laurels . . .

Plain Talks readers will be interested to learn that Bobby Riegel, son of General Sales Manager Riegel, erstwhile Southern Golf Champion, has, since coming to Texas, heaped more laurels on his head in golf circles. He won the local country club championship, and on July 12 won the ninth annual invitation tournament of the Cleburne country club, tying the course record in the process.

JULY PLAIN TALKS

Texas. . . R. N. "Pop" Rouse started his vacation August 1st.

SERVICE DEPARTMENT

Fred Carter spent his vacation on Village Creek, catching those fish.

LINE DEPARTMENT

"Big Shorty" Fillingame has returned from a vacation spent in Mississippi.

GARAGE

"Slim" Sirman is off on vacation! Goodness knows where he went. Slim goes places and does things! . . . Lloyd Riggs has just returned from a vacation spent at the beach in Caplen. A good time and lots of fish. You should hear his fish story. . . "Fritz" Seyforth will leave shortly for a vacation in North Carolina.

METER DEPARTMENT

Charlie Ingraham, with his son, Chester and two young daughters, Dorothea, and Shirley Mae, have returned from a vacation trip to Detroit, Niagara Falls, and the Great Lakes Exposition at Cleveland. . . W. H. Brader and wife are on a vacation trip. They left the children with Mr. Brader's mother in Joplin, Missouri, while they went on to Denver to spend their delayed honeymoon. (We have just learned that Mr. Brader did not take a vacation when he married). . . Lewis Roberts, Birdie, and "Sweetpea", have gone on a vacation trip to San Antonio and Corpus Christi.

ENGINEERING DEPARTMENT

Bob Cruise returned from his vacation minus family; the Missus and daughter are still visiting in Vinal Haven, Maine. . . Perry Wiggins took off a week and came back married. The former Miss Fay Rimer is the lucky femme. . . Calvin White still shows up around the office at times, not yet having decided where to go on his vacation. . . Q. D. Langston replaced Dean Richardson in the blue-print department while the latter was on a short vacation.

Tournaments: The department expects great things from Richardson and

Wendt, entries in the Tennis Tournament.

New Faces: Mrs. Delcie Miles Levesque, doing extra work as a steno, and Robert Atha, recently transferred from Distribution Department.

SILSBEE

Miss Naomi Wiggins vacationed during the latter part of July.

Mr. James M. Durdin has been transferred from Silsbee to Jasper where he will do a good job selling merchandise.

Johnnie Wakefield is about to "burst his suspenders" because he has made his year's bogie on all three major appliances. Too, as "Grand Mogul" of the Central Division the week of July 22nd, he and his men sold the most ranges and water heaters, and he won the \$5 prize.

Mr. S. T. Cooper originally employed in the substation at Beaumont was transferred to Silsbee on June 22nd, as serviceman's helper. We are glad to have Mr. Cooper with us.

ORANGE

Mr. A. T. Nance of the Sabine Power Station has just returned from a two week's vacation trip to Yellowstone National Park. He had a fine trip but reported that two nights while there the temperature was below freezing.

George Parish, on vacation, visited friends and relatives in Southeast Texas and Southwest Louisiana.

Jesse Parish spent a few days in Galveston.

Brad McMaster, of Lake Charles, made several trips to Orange during the month.

Maxine Hunt spent the week-end in Houston while attending the wedding of her cousin, Miss Ann Richardson.

C. M. Fleming has been confined to his home for a few days, suffering from a bad sunburn caused by too much beach trip.

LIBERTY

C. C. Surface, of the Liberty Line Department, resigned on July 9, 1937.

A. Murray has been transferred from Beaumont Line Department to Liberty Line Department. Mr. Murray, we wel-

leaders all-year sales



J. R. Wakefield, left, Central division salesman from Silsbee, and W. E. Dinkins, right, Port Arthur, are the first men to make their all-year sales bogies on major appliances. Their names have been placed on the "All-Year Honor Roll", along with the date of July 22nd, on which they arrived at this success.

All sales department employees join hands in offering congratulations to Johnny and Dink for such outstanding achievement.

come you and your family to the Liberty district.

The construction of the 33,000 volt transmission line from Monroe City to Anahuac, and the construction of a new substation north of Anahuac, is progressing rapidly. When completed, this line will afford a greatly improved service to all customers in this territory.

Oak Ewing, who has been at home sick for several days, is able to be on the job again. We are glad to see you recover, Oak, and to have you back on the job again.

P. H. Lea, of the Liberty line crew, has returned from a two weeks vacation in California. Pat reports an enjoyable trip and insists that "Ginger Rogers was glad to see him."

The Liberty line crew is temporarily stationed in Anahuac building a five mile 2300 volt line along the Bayshore in Anahuac. Rumors around Anahuac Hotel, where they and the Ed Green crew are staying, are to the effect that the truck drivers are enjoying their sojourn in Anahuac. "Luck to you Rube."



Mrs. Spell
Editor

**mdse.
dept.
news
Bmt.**

BEAUMONT

Earl Clubb vacationed at home . . . Bus Winfrey vacationed in Port Arthur, Orange and around. . . . Louise Kelly vacationed in Galveston. . . . A. T. Holley spent part of his vacation fishing. Evidently his results were not so good as we haven't heard any fish stories as yet. Some of the boys think, after seeing his leading sales results for the month, that even though he was on vacation, he spent his two weeks around Evadale, Caplen, etc. (some of his new extensions). . . . Day Seastrunk spent his vacation riding—going to Dallas, Fort Worth, Waco, Kerrville, Austin and Kosse.

**THINGS HEARD AROUND THE
SALES DEPARTMENT:—**

"Thump, thump, thump." (This denotes sound of a rubber stamp bouncing around on various routine papers on Luther Mosier's desk.)

* * * *

"Yes, I feel that the simmering unit is most essential on a range."

—Mary Lena Nall.

* * * *

"Good morning, Mr. Bishop. How's the calf?"

—Day Seastrunk.

* * * *

"I have a negro in my district who has a range on trial and the consumption for the first ten days is 250 K.W.H. What shall I do?"

—Pappy Sandefer.

* * * *

"Thanks for the prospect, but I have been talking to her about a range for the last month."

—Jack Connaughton.

JULY PLAIN TALKS

"Who will be nice and take me to the lot after my car?"

—Gwen Youse.

* * * *

"Has anyone seen Jack?"

—Lloyd Brannan.

* * * *

"Everybody get on the line."

—Everett Bishop.

* * * *

"Gladys, here's the dope on the next campaign."

—Fred Johnson.

* * * *

"Here, have Lloyd or Holley sign it too. Fifty cents interest."

—Walter Richardson.

* * * *

"Blah, blah, blah, blah."

—Bill Hammond.

* * * *

"How're you all boys doin' this morning?"

—Connie Winborn.

* * * *

"What!!! Only 40 refrigerators, 35 ranges, and 10 water heaters sold this week? You boys had better get busy!"

—Mr. Allen.

* * * *

"That's all fellows. Let's go."

—Mr. Bishop.

* * * *

"Who wants to read book 25 with me?"

—Slim Larkin.

* * * *

"Do you spell revert with one or two v's?"

—Bus Winfrey.

* * * *

"Yes, ma'am, we'll deliver the box in five minutes."

—Bobbie LeBlanc.

* * * *

"Will you get me a special reading today, please?"

—Lou Kelly.

* * * *

(Wearily) "No ma'am, I don't know why your lights haven't been turned on but we'll get to it as soon as we can."

—Dot Futch.

* * * *

"Sure you need a refrigerator. So get your name on the line."

—Lawrence Talley.

* * * *

"I sure get tired answering those D. R. room telephones."

—Jimmy Crabbe.

Navasota division news



G. H. Johnson
Editor

Hear Ye! Hear Ye! Hear Ye!

The court will now come to order. Tie on your red necktie for the bull is raging. We are called together to hear the case of:

The Navasota division vs. Navasota Plain Talks Editor.

The Charge: Ye Ed does willfully send in and submit for printing lousy and putrid copy.

Prosecution: Is it true that you did willfully, with malice aforethought send in the so-called news that has been printed for the past several months?

Defense: Yes, Your Honor, I shamefully admit the charge as stated and throw myself on the mercy of the court.

Judge Merriam: Is there anyone here that desires to say anything before I pass sentence?

Witnesses: Yes, Your Honor. We, the Associate Editors, from the towns in the Navasota division promise that we will submit an abundance of news if you will put the defendant where we will not be pestered with his so-called news.

Judge Merriam: Editor Johnson do you have anything to say?

Defendant: Yes, Your Honor. I tried bribery, flattery, and threats but always the answer was "No News". I was sure that someone would come forth and rescue Plain Talks after reading some of the things that I wrote.

Judge Merriam: Young man, that is no excuse! I hereby sentence you to silence, and inasmuch as Walter Winchell has a guest columnist, I sentence you to immediately appoint

a Guest Editor for each and every month of Plain Talks.

Defendant: Your Honor, I am now submitting the following names for your approval:

August—Agnes Jameson, Stenographic department.

September—Jack Shirey, Transmission and Distribution department.

October—E. E. Figari, Production department.

November—Ethel Doan, Navasota district.

Judge Merriam: The names as submitted stand approved and you will henceforth name an Editor for each month after the month of November, 1937.

* * *

Anders Poulson is on the sick list. We hope to report him back on the job soon.

Jack Shirey has joined the Navasota Fishing Club—The little ones get away, he only catches the big ones.!!?

We wish to welcome to Navasota, O. T. White, J. D. Barnes, and Brent Powlledge, transferred from Huntsville to the Navasota line crew.

Marvin Duncan has covered the Pan-American Exposition and says everything is Hotsy-Totsy!

Judging by accident reports, a sober, sane 4th of July was spent by the Navasota employees.

Evidently Figari is down to normal life once again. He has joined a softball team.

Army Armstrong is back on the job having fully recovered from a dislocated

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A True Story

A traveling salesman got off the train in Caldwell, and not being able to find a taxi, he looked with disgust at the mud and the long hike to town. Seeing a little negro boy, the only person around the station, he asked, "Say boy, why in the heck did they build this depot so far from town?"

"I dunno cap'n," the boy replied, "unless it was to get it close to the railroad track."



Bob Guidry
Editor

production news

BEAUMONT PRODUCTION DEPARTMENT

It took the U. S. Field Artillery to get Marshall Sharp to vacation out of Jefferson County. Sharp went to El Paso and Juarez, visiting with Private Marshall Sharp, Jr. of the 2nd Battalion, 82nd division, stationed at Fort Bliss. From some of the post cards received we are wondering if the army didn't lead Sharp, Sr. into bad company.

M. B. Marshall vacationed in Pensacola, Florida and returned with time enough to take in the Pan-American exposition. . . S. E. Moore visited some of his old stomping grounds in Mississippi. . . E. A. Moore vacationed at home. . . J. C. Tucker spent a week up on the Colorado river. He said the only reason he didn't catch any more fish was because he couldn't carry them home. That's his story and none of us believe it.

C. R. McGrew has been transferred from Neches Station to the Load Dispatcher's office.

That unusual hum in and around Tevis Street Substation is caused by two 42 inch Lacy blowers being used to keep the transformers cool. Beard is trying to manage some way to move one of them into his office.

Robert Beech Powell is a newcomer into our organization. Powell is a graduate of Williamson Trade School of Philadelphia, Pa. We are glad to have you, Robert.

We are glad to learn that I. J. Teal is recuperating nicely. Teal was rushed to the hospital July 6, for an emergency appendix operation.

Whitten, Parker, and Andrus were in Orange several days installing some new metering equipment in the substation.

E. R. Griffith certainly believes in antiquity. He has a 60 watt light globe that has been giving continuous service for 23 years. How long will it last?

JULY PLAIN TALKS

L. R. Eddins and G. Strong suggest that when putting on car seat covers don't do it near a river. A gust of wind blew the front seat cover into the Neches river and now only the rear seat of Eddins' car is covered.

* * *

Would you believe that at Neches Station there are—

322 motors of various sizes from 2 watt to 500 horsepower,

17 generators from 1 kw to 35,000 kw.,

869 lamps from 5 watt to 1000 watt and last but very important

154 convenience outlets.

Count them if you don't believe me!

* * *

STONE & WEBSTER TOPICS

Something for Ripley!

While building the smokestack at Neches Station in June, 1926, D. G. Slauson, bricklayer, fell 135 feet, landed on a conveyor belt, bounced back up into the air and landed on a pile of bricks nearby. He was picked up supposedly dead, however, after regaining consciousness at the hospital, he was found to have no serious injuries. Slauson is again working for S. & W. on the 1937 Extension and expects to lay bricks for the new stack. "What a man Slauson!"

A visit to the S. & W. office is certainly a treat for sore eyes. They have three very pretty stenographers, Misses Jewel Cox, Alma Patton, and Mattie Smith. They also have some very alluring calendars.

The steel structure for the 1937 Extension is really going up in a big way, and red hot rivets are flying in every direction;—even Lacewell, the big shot, has to dodge now and then.

six months sales

(Continued from page 2)

Holley, Beaumont; Honsberger, Navasota; and Dinkins, Port Arthur. Irrespective of division standing, Wakefield, Honsberger, Gayle, Wilson, Dinkins, House, Little, Holley, Connaughton, and McCrary, hold the record for the "ten high" company sales leaders.

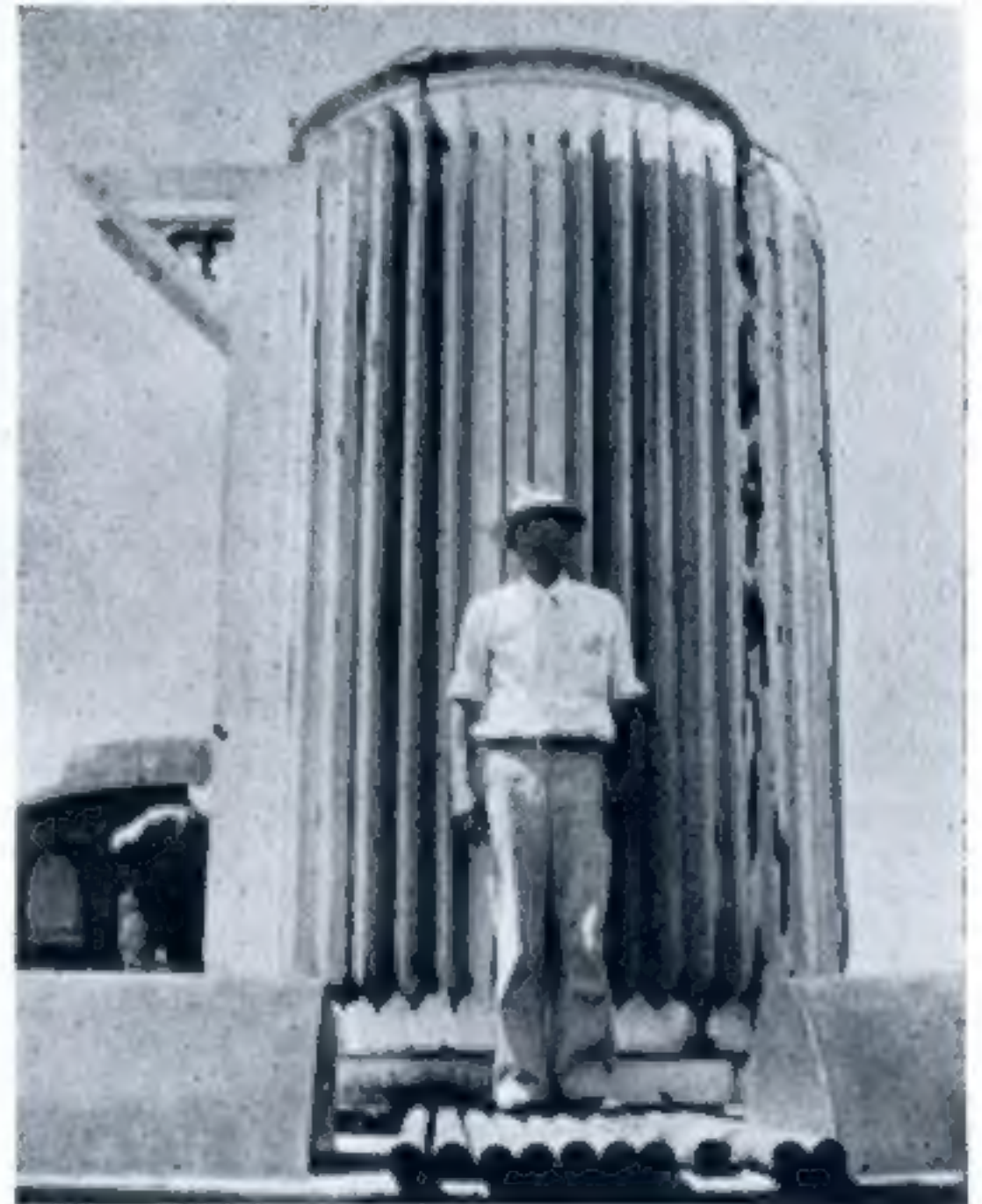
What with the range and water heater "election" campaign now under way among the sales department folks, the next issue of Plain Talks should tell some interesting new developments as to major appliance sales.

Navasota substation crew makes transformer change ... in record time

Due to the overload conditions on our 2500 KVA transformer bank at the Conroe Substation, the 6000 KVA bank at Normangee was removed and installed at Conroe. This change, due to the load conditions, necessitated that the actual change at Conroe be made at night and within four hours. Navasota substation crew workers broke their own efficient speed record by making the change-out in two hours and three minutes.

Bob Morton, right, shows what a "little fellow" he is when he stands beside the 2000 KVA transformer, one of those removed from Normangee and installed at Conroe.

Below, the Navasota substation crew pauses after the record-breaking installation at Conroe. Left to right, Marvin Duncan, Buck Albe, Keen Franklin, Dick Haddox, I. W. Wehring, Clyde Boles, David Yecker, Wyatt Binford and E. G. Mathis, Jr.



Navasota division news

(Continued from page 9)

shoulder and bruises obtained in an automobile wreck.

Jerome Haddox spent a recent weekend with East Texas relatives, returning with a new Chrysler Royal.

Mrs. Taylor, from Columbus, Georgia, mother of M. W. Taylor, paid his family a visit recently.

Ralph Cargill has evidently forgotten how fast the Navasota substation crew works. This slip of memory really cost Ralph, when the record-breaking Conroe transformer change-over was made. We were informed by our able correspondent that the lapse in memory even caused

Mr. Cargill to ride back to Beaumont with a bunch of empty cans under his back seat.

NAVASOTA LOCAL OFFICE ORACLE

We wuzn't there, we only heard that:

Rod Honsberger re-e-ally took a trip to all the hithertofore unknown places in this old world; namely, Beaumont, Lake Charles, and etc. Now, mind, the towns weren't unknown—but kindly note, we said "hithertofore unknown places" and it is going to take some time to wipe that "man-about-town" look off his face.

Our erstwhile stenog, Julia Peterson Carter, is having her furniture transferred to Beaumont. Looks like she's going to settle down to some first class housekeeping.

PLAIN TALKS is published monthly at Beaumont, Texas, by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and to the public.

KENNETH SUTTON **EDITOR**
JACK GAMMAGE **ART EDITOR**

Diddy Welch is losing some of that "newly married" weight he put on the latter part of the winter. Might be the heat or it might be dieting but your reporter is inclined to think it's that allur-r-ing little red suit with the sho-r-r-rt pants he's been strutting around in.

Pete Allphin has returned from his vacation with one arm sunburned which looks suspiciously like a lot of automobile driving and we thought he was going fishing.

In case you noticed that vacant stare in Flete Elkins' eyes during the past two weeks, it's a direct result of the love bug biting him. On the night of July 10, he and Miss Lucille Mitchell were married at the Whitehall Lutheran Church. Smooth sailing, Flete and Lucille.

Jelly Gilmore is relieving C. W. Choate who is vacationing in Louisiana and Port Arthur. Jelly and the Mrs.' visits to Navasota are enjoyed by all of us and we wish we could keep both the Gilmores and the Choates with us.

Bill Allen still remains in Somerville trying to get Vic Gayle all fixed up and one certain Dutch Foerster wishes Bill would hurry home as Dutch hasn't had his tongue in his mouth for so long he's afraid it won't go back when he finally catches up.

We wish to extend our sincerest sympathy to E. W. Ward in the death of his baby son on July 12.

W. C. Starling of Dallas was recently employed as a lineman in one of our line crews and moved his family here on July 3. While returning from Dallas, Mr. Starling was forced off the road and in the accident suffered a broken wrist and thumb.

By putting two and two together and making six out of the transaction, we have decided that the Navasota division garage is dead as no news has leaked

out in several Plain Talks editions. Doesn't anything ever happen over there or is there a "no tell" policy in force?

ALVIN

Ernest Froberg is a new temporary member of the Alvin crew, helping out at the ice plant while our "Bob Peebles" is on the sick list.

Mrs. Grove made us a flying visit last week to call on a couple of new range customers and we are living in hopes that our sales will warrant her early return for a longer stay.

Our new illuminated baseball field is proving quite a drawing card, and is sometimes in use as many as three nights a week. Pretty good for a little town.

CALDWELL

W. T. Thagard was installed as president of the Caldwell Rotary Club last week at Bowers Lake with a chicken barbecue and all the trimmings. He is still in a daze as to what happened while there.

One of our ice plant operators, Ben Sullivan, is now in a Temple Hospital and we wish him a speedy recovery.

Jack Reidy from down Beaumont way spent two days in Caldwell trying to get over a dose of anaesthetic. We hope he will recover.

Hubert Burns has been very excited for the last two weeks planning a vacation to start next week.

The superintendent of Caldwell has called a special meeting of all employees to find out what the attraction is at Dallas and Austin. Up-to-date there has been no information received.

CALVERT

Mr. and Mrs. Emory Barrett and son, Joe Bill, have been vacationing in Houston, Galveston and Bedias. Mr. I. C. Moore of the Beaumont office has been relieving Mr. Barrett.

Cleo Smith and family vacationed in Galveston and East Texas. Cleo fished while in Galveston, and tells the story of the big fish that got away.

The New Baden-Easterly Rural Line which is east of Franklin is actually under construction. Work began July 6. This line will mean the addition of approximately 60 to 65 new customers.

Old John Hazzard, colored employee at Calvert for the past twenty years or more, is gone. He left us on July 19th, 1937, "for a better land, I know."

His smiling face and willing service endeared him to everybody 'round about, and he will be missed not only by Calvert employees, but by all members of the company who knew him.

Mrs. Ruby Nelson spent a few days recently with us, seeing old and new range users.

CLEVELAND

Mr. and Mrs. A. B. Wilson, and son Arthur Dean, spent the 4th of July at Port Aransas. We did not see the fish but were told that several nice ones were caught.

Boy! Oh, Boy!—the fish are sure biting fine around Cleveland. We certainly miss the substation crew especially Dick Haddox, C. P. Shirey, and R. P. Griffith since the little spotted ticks have been looking for victims. Boys, come on back, the dipping vats are still running.

Miss Ruth Meekins vacationed in Bivins, Texas. Mrs. Mabel Coleman relieved Miss Meekins during this time.

We are still wondering just what kind of 4th of July, Luther Sadler had??

CONROE

Mr. George Stobart is installing demand meters in the Conroe district.

Mrs. Lola Savage is replacing Mrs. Coleman in the Conroe office.

An employee's meeting was held at Conroe July 9th at 8:00 p. m. All employees at Conroe and Cleveland attended. The Range and Water Heater Campaign was discussed and everyone agreed that Mr. Merriam was the "Grand Guy" to elect "Grand Wizer of Kiloland." Several other topics were discussed. We had as visitors Mrs. Ann Grove, who made an interesting talk. We always enjoy Ann's working in our territory.

Mr. Figari spent a couple of days doing some special work at the ice plant. We also enjoyed Mr. Figari's visit.

GROVETON

C. B. Brooks, Serviceman at Groveton, spent his vacation having his tonsils removed. Jelly Gilmore acted as relief serviceman.

The Fourth of July Barbecue and Rodeo, sponsored by the Groveton Lions Club, was a great success.

Charlie Waller, Corrigan, is soon to be the proud possessor of a new office building.

HUNTSVILLE

Joe Stalleup is on his vacation, and his wife, Evelyn, is staying with Cookie Lee for a few days while doing relief work in a law firm here. Evelyn took the job before she knew of the conflict.

Marvin Seigler is relieving Leroy Hardy of his many duties in Trinity while Leroy is vacationing at points unknown. Buck Thompson is also in Trinity at the present time making his routine test of meters.

It is rumored that Ruby Nelson has taken to demonstrating Bewley's Best as she was recently seen with some of Bewley's chuck wagon gang.

MADISONVILLE

There are now two electric pea threshers in the Madisonville district; one in Madisonville and one in Midway, to handle the pea crop. This is a new cash crop recently started by the Madisonville Chamber of Commerce.

Louisiana division news

(Continued from page 2)

consumed, and the guests departed at a late hour after a most enjoyable evening.

Dick Heinen vacationed on the sea shore in Florida, and strange as it seems, Dick reported back to work with his eyesight in normal condition, thanks to M. S. A. Fulvue Sunglasses. (Driving, No—Bathing Beauties, of course).

Mr. and Mrs. Julian Perry announce the arrival of Master James Oliver Perry, on July 6th.

Mr. and Mrs. P. C. Faulk announce the arrival of Master P. C. Faulk, Jr. on July 8th.

New Employees: Anna Bertrand and Phil Kiplinger in the Lake Charles office; John Landry in the Lake Charles distribution department.

J. J. (Kingfish) Nelson vacationed in the "Show Me State of Missouri". . . Charles J. Gary is back from his vacation, which he spent playing golf. . . M. L. Carver is vacationing—destination unknown.